

AMENDMENT OF THE CLAIMS:

Please cancel claims 2-12, 14-21, 25-26, 29, 38 and 47-52, and any other pending claims without prejudice, and please add new claims 67-75 as follows:

1. - 66. (Canceled)

67. (New) A method of distributing a voucher to a prospective customer over the Internet which is redeemable for a manufacturer's discount on a purchase price of a product at a specific reseller, the method comprising:

providing screen displays to the prospective customer through the Internet to allow the prospective customer to enter product selection data to select only one product of one manufacturer from a plurality of products and a plurality of manufacturers and to allow the prospective customer to enter personal ID data and a postal address code;

receiving said product selection data and said personal ID data and said postal address code from the prospective customer through the Internet at a website;

wherein upon the website receiving the product selection data and the personal ID data and the postal address code, the website generating a voucher having a time limit for redemption and having a manufacturer's discount on the purchase price of the selected product at only one selected reseller;

communicating the voucher for the selected product to at least one of the prospective customer and the selected reseller over the Internet as voucher data;

wherein said website selects only one reseller based on the product selection data and the postal address code; and

limiting the prospective customer's control over selection of the reseller other than by the customer entering the product selection data and entering the postal address code.

68. (New) The method of claim 67, wherein said website selects said only one reseller based on the postal address

code of the prospective customer being within, or being closest to, an appropriate geographic area assigned to the selected reseller which is stored in the website with pre-assigned, non-overlapping geographic areas for a plurality of resellers outside the geographic area of said first-mentioned reseller for comparison with said postal address code.

69. (New) The method of claim 67, wherein the screen displays are provided to the prospective customer through the Internet to allow the prospective customer to enter, and to allow the website to receive, the product selection data the personal ID data and the postal address code, before the website selects any reseller.

70. (New) A method of distributing a voucher to a prospective customer over the Internet which is redeemable for a manufacturer's discount on a purchase price of a product at a specific reseller, the method comprising:

providing screen displays to the prospective customer through the Internet to allow the prospective customer to enter product selection data to select only one product of one manufacturer from a plurality of products and a plurality of manufacturers and to allow the prospective customer to enter personal ID data and a postal address code;

receiving said product selection data and said personal ID data and said postal address code from the prospective customer through the Internet at a website;

wherein upon the website receiving the product selection data and the personal ID data and the postal address code, the website generating a voucher having a time limit for redemption and having a manufacturer's discount on the purchase price of the selected product at only one selected reseller;

communicating the voucher for the selected product to at least one of the prospective customer and the selected reseller over the Internet as voucher data; and

wherein said website selects only one reseller based on the postal address code of the prospective customer being within, or being closest to, a pre-assigned exclusive marketing territory of the reseller which is stored in the website with pre-assigned marketing territories for a plurality of resellers outside the exclusive marketing territory of said first-mentioned reseller for comparison with said postal address code.

71. (New) The method of claim 70, further comprising limiting the prospective customer's control over selection of the reseller other than by the prospective customer entering the product selection data and entering the postal address code.

72. (New) The method of claim 70, wherein the screen displays are provided to the prospective customer through the Internet to allow the prospective customer to enter, and to allow the website to receive, the product selection data, the personal ID data and the postal address code, before the website makes a selection of any reseller.

73. (New) A method of distributing a voucher to a prospective customer over the Internet which is redeemable for a manufacturer's discount on a purchase price of a product at a specific reseller, the method comprising:

before selecting a reseller, providing screen displays to the prospective customer through the Internet to allow the prospective customer to enter product selection data to select only one product of one manufacturer from a plurality of products and a plurality of manufacturers and to allow the prospective customer to enter personal ID data and a postal address code;

before selecting a reseller, receiving said product selection data and said personal ID data and said postal address code from the prospective customer through the Internet at a website;

wherein upon the website receiving the product selection data and the personal ID data and the postal address code, the website generating a voucher having a time limit for redemption and having a manufacturer's discount on the purchase price of the selected product at only one reseller;

communicating the voucher for the selected product to at least one of the prospective customer and the selected reseller over the Internet as voucher data; and

wherein said website selects said only one reseller based on the postal address code of the prospective customer being within, or being closest to, a pre-assigned exclusive marketing territory of said only one reseller which is stored in the website with pre-assigned territories for a plurality of resellers that do not overlap the territory of the said only one reseller; and

limiting the prospective customer's control over selection of the reseller other than by the customer entering the product selection data and entering the postal address code.

74. (New) The method of claim 73, wherein screen displays are provided to the user and data is entered in a sequence that renders selection of the only one reseller substantially transparent to the prospective customer.

75. (New) The method of claim 73, wherein only one voucher is distributed for one product at only one selected reseller in response to each entry of a combination of product selection data, personal ID data and postal address code data.